



**Ross A. Wineinger**

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## Design Skills

Solid understanding of typography, form and structure, composition and color. Design process consists of research, sketching, layout, then rendering using Illustrator and Photoshop. Experienced with print, web graphics, webpage design, corporate identity projects, packaging design, logo design, illustrations, multimedia projects and digital photography. Proficient with Adobe CS3 and Adobe CS4 Creative Suite. Deadline-oriented with a strong work ethic and excellent communication and organizational abilities. Consulted often for opinions and ideas from peers and colleagues.

## Software

ADOBE CREATIVE SUITE 3: Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver, Flash  
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iLIFE: iMovie, GarageBand, iPhoto, QuickTime  
MICROSOFT OFFICE: Outlook, Word, PowerPoint

## Hardware

Wacom Tablets  
Laser / Inkjet printers / Copiers  
Mac and PC platforms and Operating Systems  
Canon Rebel XTI camera  
Digital Cameras

## Education

Mt. Hood Community College  
Gresham OR 97030  
Associates of Applied Science,  
Integrated Media: Graphic Design  
Graduated 2010

Brown College  
Mendota Heights, MN  
Visual Communications, 1999-2000

## Portfolio

www.raw-design.net  
References upon request

## Experience

### **Graphic Designer**

*Project | Substitute Teacher Identity: Sarah Gibson*

Sarah requested business cards to promote herself for substitute teaching positions. Designed a simple business card with an illustration of a smiling sun looking down on a border of grass and a single flower using Illustrator CS4.

*Project | Corporate Identity: T. Financial*

Client desired a logo and identity for their financial planning business T. Financial. Created logo, letterhead, business cards and envelopes. Utilized Adobe Illustrator and Photoshop CS4.

*Project | Direct Mail Catalog: Zappos.com*

Created an eight page promotional catalog for Zappos.com. Primary focus was on promotion of skate shoes and urban style, with an urban jungle theme. Utilized Adobe Photoshop, InDesign and Illustrator CS3 and CS4.

*Project | Corporate Identity: Bright Future*

Created a logo, letterhead, brochure and three magazine ads for the non-profit organization Bright Future, which promotes health and wellness for children in schools. Also created promotional items such as a T-shirt, bumper sticker and Football. Utilized Illustrator, InDesign and Photoshop CS3.

*Project | Corporate Identity: Alam Cocoa*

Created a visual identity system for a cocoa company that is a member of the World Cocoa Foundation. This included determining a name for the company relevant to the country of origin, creating a logo, and developing product packaging for three sample products. The country that had been selected was Indonesia. Also created a 24 page book outlining the process. Created primarily in Adobe InDesign, Photoshop and Illustrator CS3. Lulu.com was used for publishing purposes.

*Project | Logo Redesign: Dave's Killer Bread*

Theoretical logo redesign project in which the typography and logo illustration were revised using Adobe Illustrator CS3 and CS4 for the Dave's Killer Bread logo.

*Project | CD Cover, Label and Inlay: Mt. Hood Jazz Band*

Client was Mt. Hood Jazz Band. Title of the CD was "2nd Time Around". Designed CD cover, CD label and inlay. Concept incorporated the repeat sign and music from track number two, "Georgia on My Mind". Utilized Adobe Illustrator, Photoshop and InDesign CS3.